

CSDA Continuing Education Council - Meeting Minutes
Meeting date: Thursday May 20th 2021
Meeting location: GoToMeeting Virtual

The following members were present:

Drs. Peter Mullen- Chair, Amit Desai- Co-Chair, Ajay Dhingra, Michael Levinson, Sejal Thacker and Michael Ungerleider.
 Consultants: Dr. Robin Santiago and Sharon Efron and Andrea Gallant.
 Staff: Cynthia Holloway and Dawn Champagne.

The following members were absent:

Drs. Gerald Birmingham, Doug Callis, Neil Goodkind, Reefat Molhotra, Carolyn Malon, Thomas Ohlson, David Stebbins, Christine Tierney and Rosabel Tobar.
 Consultants: Drs. Gary Dubin, Steven Lepowsky, Michael Maroon, Steven Lepowsky, Walter Russo and Thomas Thibault and Sandy Palumbo.

Call to order:

Dr. Peter Mullen, Chairman, called the meeting to order at 6:35 pm.

2021 Annual Session:

Cynthia advised the Council that there are 514 registrants for the conference, which includes residents and CSDA staff leaving about 450 paid registrants. This is very close to our goal of 500.

Cynthia went over the demographics of the registrants.

Categories

ADA Dentist	14
CSDA Dentist	249
DA	47
Office	11
RDH	108
Non ADA	23
Residents	38

Specialists

Endo	8
GP	225
Ortho	11
Prosth	4
Perio	11
Pedia	27
Oral	9

Top States

CT	393
MA	36
RI	15

She advised the Council that the CSDA Central Office fielded multiple calls and emails regarding how it all works and general inquires. Cynthia also advised the Council that at present we have received positive feedback about the course content.

We reviewed the financials that were included in the attachments and Dr. Mullen commented that given the circumstances, this Annual Meeting was a huge accomplishment for Cynthia and Dawn. Dawn advised the Council that we will be sending out Thank You emails to the Speakers, Exhibitors and Sponsors for their continued support of our Annual Meeting.

2022 Annual Session:

Dr. Mullen advised the Council that the goal is to have an in-person event for the 2022 Annual Meeting and planning needs to be started. Cynthia went over the process from previous years and Dr. Mullen suggested looking at what courses the attendees were registering for in 2020 to fill in some speaker gaps. The Council agreed that an interdisciplinary approach worked well for 2021 and should be continued for 2022. Outreach to the specialty societies will be made.

Cynthia advised the Council that our registration company Expo Trac and our tradeshow management company SER needed to make the difficult decision to close their businesses during the height of the pandemic.

Expo Trac recommended Convention Data Services (CDS) as their replacement and after getting quotes and comparisons with other companies, CDS provided the best value:

- Increased use of technology to ease registration and reduce the need for multiple badge printing
- Scanning at the rooms – reducing need for tickets and capturing CE electronically
- CE software tracking

The additional cost of \$2,600 will be offset by the savings in postage, printing, staffing.

SER recommended a replacement and proposals from two companies were requested. Mohegan Sun was asked for their feedback and recommendation regarding the two proposals as well as staff reaching out to references. After some consideration Demers was chosen for 2022. Resulting in some saving for the association.

Cynthia went over the history of the Mohegan Sun contract and advised the Council that the contract hasn't changed since 2008. Negotiations by Dr. Dubin in 2008 -2010 have held strong for through 2023. Space rental, food and beverage minimums and hotel room rates have stayed the same with no cost-of-living increases. Continuing Education Director in 2016 instituted an Attrition clause that protects the CSDA in case we do not meet our obligation to fill all rooms in our contracted room block. This provides the opportunity to offset number of rooms by 15%.

Of note, the CSDA and Mohegan Sun have a strong relationship. Mohegan has been very generous to the CSDA in keeping the pricing stable and they also allowed the \$33,000 deposit from the canceled 2020 meeting to be rolled over twice to 2021 and then to 2022.

Continuing Education in General:

Cynthia advised the Council that attendance for the 2020-2021 virtual CE series was comparable to previous years and appears to be success from a content perspective. She also reminded the Council that we offer much more than just the Annual Meeting and CE series for continuing education opportunities and went over the financials handout.

- 108 dental assistants took The Infection Control Competency Assessment – \$14,547 income
- The CE Series – income of \$31, 570.

- Online CE royalties \$7,235
- Virtual DVD rentals: \$2,250
- OSHA - \$6,135

2021-2022 CE Series

Cynthia reminded the Council that we are having three in-person events at the Aqua Turf: October 6th, February 9th and March 9th. The rest will be 2-hour webinars. She referred the Council to the 2021-2022 addendum handout and went over the lineup:

- October 6, 2021: Lou Graham has been contracted for \$7,000 with sponsorship from Catapult to offset
- November: Dr. Desai will contact Lou Birman for a two-hour webinar on Endo
- December: Open
- January: Open
- February 9th: Dr. Ungerleider will contact Dr. Parag Kachalia for treatment planning
- March 9: Tom Viola has been contracted for \$6,500 with potential sponsorship to offset

Speaker recruitment follow-up:

- Dr. Desai will contact Dr. Paul Feuerstein for a 90-minute webinar on tech.
- Dr. Mullen will contact Kenneth Hargreaves for acute dental pain for either December or January

Next meeting:

The conference call is to TBD.

The meeting was adjourned at 7:35 PM.

Respectfully submitted by:

Dawn Champagne, Meetings and Continuing Education Coordinator